



JUST IN CASE

Email newsletter from Bovarnick & Associates

January 2009

Bovarnick to Write Political Column

This past November Rob's monthly column in Forbes.com covered the presidential campaign. As a result of the wide spread interest in that column, Pennsylvania Law Weekly has asked Rob to write a monthly political column. His first column will appear in the February 2, 2009 issue (www.palawweekly.com). The columns will also appear on www.rbovarnick.com.

Quick Links

[Forbes.Com](#)

["The Billable
Hour"](#)

["Ask the
Attorney"
The Bulletin](#)

[Newsletter
Archives](#)

[Firm Website](#)

What is National Bankruptcy Day?

"Ask the Attorney"

by
Robert M. Bovarnick
The Bulletin

"National Bankruptcy Day" is a term coined by Rick Woldenberg in the Wall Street Journal, and refers to the day the Consumer Product Safety Improvement Act of 2008 goes into effect. Haven't heard of it before? Neither had I until recently. This is a very troubling law for many small businesses, as it may force many of them to shut their doors.

This law mandates that all items sold for use by children under 12 must be tested by an independent party for lead and phthalates, which are chemicals used to make plastic more pliable. All

untested items, regardless of lead content, are to be declared "banned hazardous products." The law is retroactive with respect to the lead limit requirement.

This law, as with many laws, started with good intentions. It was passed in response to the widely publicized recalls of toys from Christmas 2007. However, its impact will be far, far worse. The law will apply to EVERY children's item on shelves, not just those with a manufacture date of February 10. The law includes diapers, blankets, books, videos, computer and electronic products, strollers, cribs, car seats, and anything people come in contact with in their environment.

While large retailers like Wal-Mart and Toys R Us have the money to do the testing, many smaller retailers do not and may be required to destroy all of the targeted items. Additionally, resellers (like Goodwill or second hand shops) will be affected, as well as their customers who can afford to buy only their items for their children.

There are two more issues, a lead paint limit and requirement for third party testing. The lead paint limit only applies to painted or similar surface coatings, such as zippers, and all other painted materials, not just kid's items. As for the impact of the third party requirement, a retailer cannot rely on testing results from the vendor.

It appears that there will be some exemptions announced prior to February, such as items contain lead paint but are inaccessible to children: clothing, toys and other goods made of natural materials such as cotton and wood; and electronics which are impossible to be made without lead.

Failure to comply with the law allows states' attorneys general to take civil (and, in some cases, criminal) action against those who violate the regulations. What can you do? Contact your representative IMMEDIATELY. Let them know how you and your business will be affected. Hopefully, there will proper changes in the law before the deadline.

How to Drive Online Regional Business Leads

By
Marc Kramer

Janeen High, an executive with Reach Local (www.reachlocal.com), talks about the online marketing support her company provides to companies who are interested in driving business leads.

What is Reach Local's mission?

To create awareness to small and medium sized businesses across the US that online marketing DOES work if it's done right! We want to show them the benefits of our technology and how we differentiate from other online agencies. We do

this by gaining their trust and consulting them to get the highest return on their investment.

Who is your target customer and what geographic region do you cover?

Our target customer is anyone who owns a business. More and more people are turning from the phone book to the Internet. If they have a business that promotes services benefiting the average consumer, the business owner will benefit from ReachLocal. We do not have territories.

Why should someone use your service instead of just buying Google ad words themselves?

Three words- conversion based optimization! What this means is that we will find which keywords, on which search engines, on which placements, at which times of the day, are generating phone calls, email, and form submissions to the business owner.

Anyone can set up their own Ad words campaign. Although it may be time consuming, it is easy. Even phone book companies like superpages.com and yellow book can do this. The problem is that there is no way to figure out which words are bringing in phone calls and emails. Most companies or "do it yourselfer's" pick words they think will generate traffic or "hits" to their website. We take it one step further and find the words that generate activity or conversions. It is a fact that our software will outsmart any human being. The advertiser will continue to spend the same amount per month but notice that the call volume increases as time goes on.

How much should someone budget to run an effective campaign?

This is a question that also sets us apart from our competitors or do-it-your-selves. There is no set budget. Every budget is, and continues to be, different because ReachLocal, Google and Yahoo do not set the price of the keywords. The cost is set by the advertisers themselves and what they are willing to pay for those words that cause them to appear higher than their competition.

By determining the search volume in a particular geographic location and the cost of the key words, we are able to recommend a budget that suits their needs. Most companies will offer the same budget to everyone which causes problems, such as causing the advertiser to appear on the 2nd page and beyond. We make our clients get maximum exposure for the best budget possible.

How many days, weeks, and/or months should you run a campaign to see results?

Although we offer a 6 month trial, we recommend a campaign run for a year to be the effective. We want to prove to the advertiser that we are the best solution for their online marketing needs. Let's face it, if we are not doing our job, they will fire us! Because they have access to the reports 24/7 we are held accountable for everything we do. We are completely transparent. Most online advertising companies HIDE the results because they do not want you to see what you are getting. The fact that we offer 6 month says a lot. We do believe in our product and know that we can prove how effective we can be!

What types of companies have the greatest success advertising on the web?

Any business can be successful online if they are working with someone that knows what they are doing. Many companies become skeptical of online marketing after attempting to do it themselves or using a company that lacked experience, Because they do not see their desired results they feel the financial worth in online advertising. However, we are confident that once they work with ReachLocal and see what we have to offer, they will be pleased with their decision

What is the biggest mistake companies make when advertising on the web?

The biggest mistake most companies make is over or under budgeting their advertising campaign. They can only know the proper budget by contacting someone who knows the formula. ReachLocal takes pride in making sure we offer the right budget for an effective campaign.

Janeen may be contacted at: jhigh@reachlocal.com.

I enjoy being able to share with everyone the Firm's continuous growth and development. Whenever you get the chance, pick up the phone or send me an email and let me know how you are as well.

Sincerely,
Rob

✉ **SafeUnsubscribe®**

